Smartly Scaling On-Site Content in Ecommerce

Jamie Peach

House of Fraser

The leading industry event by digital marketers for digital marketers

Hello Share15!

Head of SEO at House of Fraser (I'll introduce you in a moment)

I now also manage the Product Data Governance team

Been around for a while, agency and brand side

Now very much focussed on retail and ecommerce

First time speaking in America (so go easy on me!)

"Jamie Peach is Head of SEO at House of Fraser, a leading UK department store with sights set internationally, currently enjoying his 8th year in the SEO industry and voted one of the UK's most influential individuals in Search Marketing & SEO. He has worked both client-side and in the agency world during this time but in the last couple of years has been focused on SEO and Content Marketing in the retail/ecommerce vertical specifically."

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Anyone heard of House of Fraser?

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Premium Department Store
Fashion, Beauty & Home

Steeped in Heritage
The "House of Brands"

Over 60 Stores in the UK
Going International

Multichannel not
Omnichannel

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How is SEO positioned within House of Fraser?

Chief Customer Officer
(PROJECT GOLD)

Customer Insight
(Research, Testing, Data Science, SCV)

Multichannel Trading	Brand & Creative	Digital Product

Trading & Merchandising	Customer Acquisition	**SEO** & Product Data Gov.	Customer Lifecycle Management	Web Operations	PR, Social & Events	Content Marketing & Advertising	Creative Production	Website Development	New Product Development	Customer Experience

Discovery at scale is a content problem

thousands *of products*

millions *of consumers*

expressing intent in **billions** *of ways*

Across **multiple** *devices*

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Here's what a survey of 600 people thought

COLOR

red 56%

8% fruit
2% animals

TOP ANSWERS

red, crimson, ruby, garnet, scarlet, raspberry

79% used the word "red" in their color description

60% of males ONLY used the word "red" in their color description

52% of females ONLY used the word "red" in their color description

BOTTOM ANSWERS
purple, plum, lush cotton candy pink

E-RETAILERS ANSWERS
red

148 unique descriptions were used to describe the color of this dress

Imagine the same question asked of fit, occasion, material, neckline, length etc.

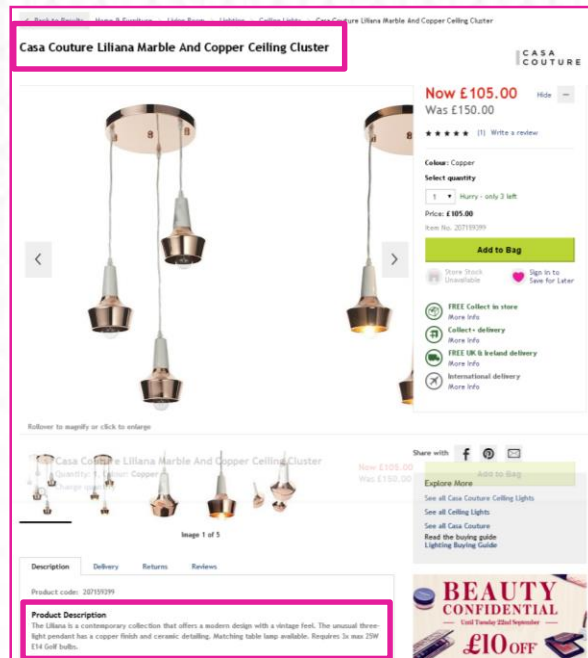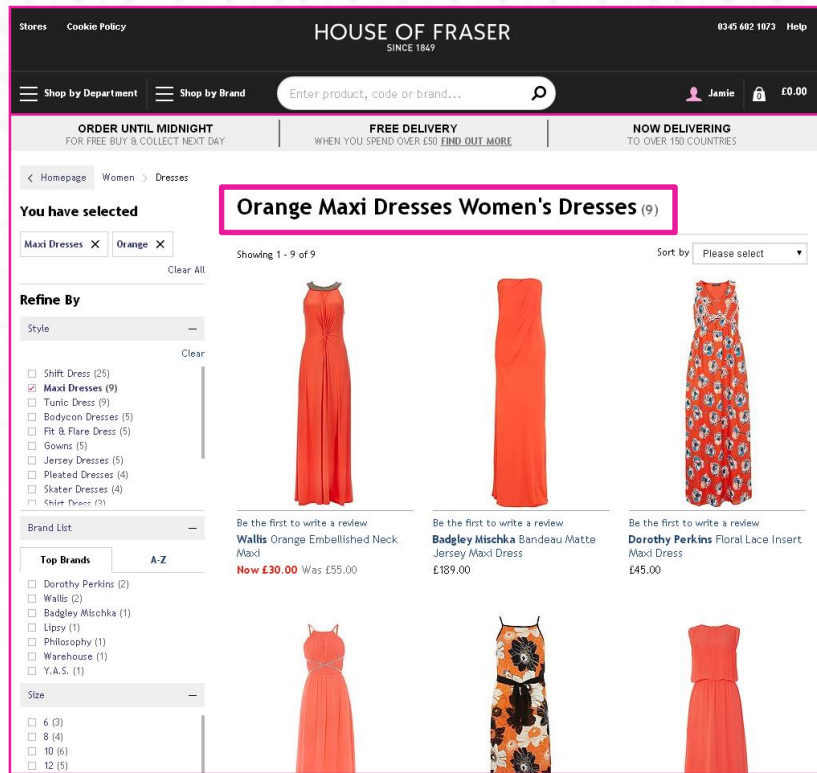Imagine the permutations of these product attributes when combined in search queries

The amount of content needed to effectively capture and convert this demand in search is staggering

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A lot can always go wrong at scale…

…Whether automated or manual

My top 5 ecommerce content scaling challenges

1. Manual Resourcing & Process vs. Automated Solutions

2. Product Data Governance & Schema Rules

3. Over Indexation & Duplicate Content

4. Prioritising Editorial Content in a Trading Environment

5. Site Taxonomy Restrictions

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1. Content scaling strategy by page type

Home & Hub Pages
(Trademark)

- Trading/brand messaging
- Internal link optimization
- Support brand/creative teams

Category, Brand & Seasonal
(Head Terms)

- Monthly refresh for top pages
- Seasonally refresh: all pages
- Train in-house content editors

Sub-Category Pages
(Mid Tail)

- Indexation & schema rules
- Huge untapped opportunity
- Outsource in order to scale

Product Pages
(Long Tail)

- Data governance is key
- Leverage reviews
- Train in-house copywriters

Editorial Pages
(Mid-Long Tail)

- Strategy, ideation & planning
- "Content Knitting" process
- Train in-house content editors

Non-Taxonomy Pages
(Long/Very Long Tail)

- Focus on data governance
- Feed search insight to buyers
- Explore automated solutions

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2. Garbage in, garbage out
Product Data Governance & SEO

PRODUCT INFORMATION PERFECTION (PIP)

Research

- Top-level categorisation / taxonomy
- Missing attribute types and values
- Superfluous/duplicate/erroneous attributes
- SEO vs. User benefit & indexation rules
- Optimized attribute naming conventions

Implementation

- Implemented in Product Inventory Management (PIM)
- Indexation and schema rules configured in the CMS
- Redirects set up where required (risk assessed)

Governance

- **S**ecure / data back-ups, permission & version controls
- **P**recise / accurate data, quality assurance process
- **E**fficient / aimed at reducing hours, allowing for scale
- **C**ompliant / meets SEO and other requirements

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3. When Product Data Governance goes wrong

Taxonomy conflicting with product attribution	Product attributes competing with each-other	Departments operating in silo

Women's Wear:
- http://www.houseoffraser.co.uk/women+robes/3018,default,sc.html
- http://www.houseoffraser.co.uk/women+robes/3018,default,sc.html?prefn1=Style&prefv1=Adult%20bathrobes&fix&spcl
- http://www.houseoffraser.co.uk/women+robes/3018,default,sc.html?prefn1=Style&prefv1=Wrapover%20robe&fix&spcl

Men's Wear:
- http://www.houseoffraser.co.uk/men%27s+nightwear+loungewear/202,default,sc.html?prefn1=Style&prefv1=Bathrobes&fix&spcl
- http://www.houseoffraser.co.uk/men%27s+nightwear+loungewear/202,default,sc.html?prefn1=Style&prefv1=Wrapover%20robe&fix&spcl

Home:
- http://www.houseoffraser.co.uk/Bathrobes/5047,default,sc.html
- http://www.houseoffraser.co.uk/Bathrobes/5047,default,sc.html?prefn1=Style&prefv1=Adult%20bathrobes&fix&spcl
- http://www.houseoffraser.co.uk/Bathrobes/5047,default,sc.html?prefn1=Style&prefv1=Wrapover%20robe&fix&spcl

Redirects vs. canonical tags – think about the user journey	Control indexation with nofollow and noindex rules	Better data governance as the long-term solution

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4. We call it "Content Knitting"

Use natural language processing or tagging

Link product with editorial content and vice-versa
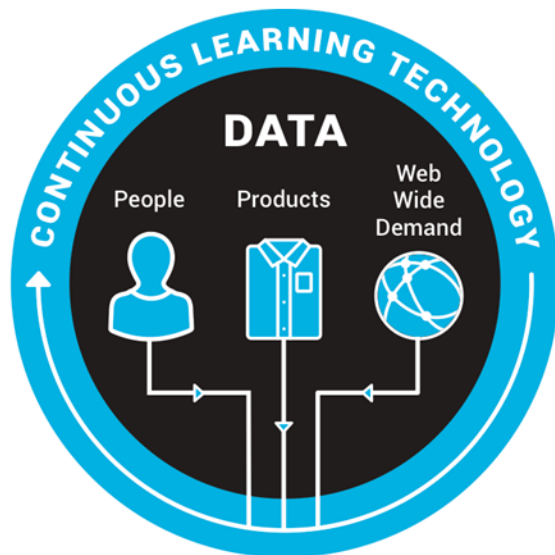
Semi-automated

Create authority hubs

5. Automated solutions to help scale the long tail

Publishing non-thin, search-friendly product category pages at scale, to cover the extreme long tail is really hard

3rd party solutions can help to automate this process but need to be implemented well and deliver an effective ROI

Recognise where internal efforts are not feasible and where partnering is the best solution to meet objectives

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Practical Takeaways

SEO needs to be smartly matrixed into your business

Tackle product data governance for scalable SEO success

Create content segments and scaling strategies for each

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Thank you!

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